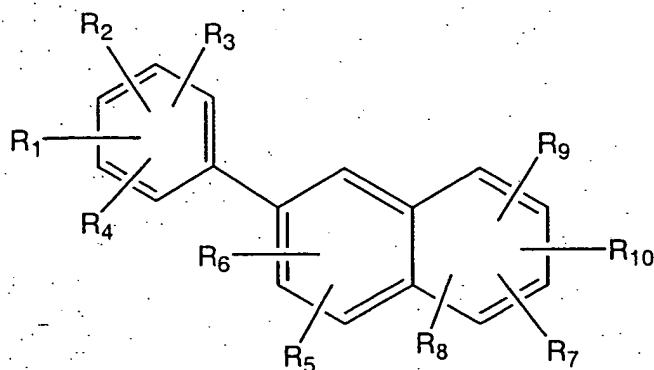


**ABSTRACT**

This invention provides estrogen receptor modulators of formula I, having the structure

5



I

wherein

R<sub>1</sub>, R<sub>2</sub>, R<sub>3</sub>, R<sub>4</sub>, R<sub>5</sub>, R<sub>6</sub>, R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub>, and R<sub>10</sub>, are as defined in the specification, or a  
10 pharmaceutically acceptable salt thereof.